

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Frank:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$1,065.80**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 9445

-2-

\$1.00 Off 2-Pack Tear Tape
KEYCO DISTRIBUTING

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$56.00 (4 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 9446

PAGE: 1
DATE: 98-05-19
TIME: 04:19 PM

WHOLESALE : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL 51/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGETHILL	PA	17859	2			29160	(717) 288-7914
162208	162224	777512	FITCH'S FOOD STORE	500 E MAIN ST	PLYMOUTH	PA	18651	2				(717) 288-7914
162208	162220	185371	MALTBAY DRUG	668 MAIN ST	SMOTHERSVILLE	PA	18704	2				(717) 287-7724
162208	162220	667071	VITALBES DISCOUNT	336 S HANOVER ST	NANTICOK	PA	18634	2				(717) 735-8744
162208	162222	758253	FITCH'S FOOD STORE	2010 WYOMING AVE	WYOMING	PA	18644	2				(717) 654-1992
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	2				(717) 675-2811
162208	162222	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	2				(717) 693-3395
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	2				(717) 675-8411
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	2				(717) 387-0710
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSBURGH	PA	18643	2			20055	(717) 388-6558
162208	162222	812638	COOLBAUGHS CTRY STR	RR 1 BOX 351	PAID	PA	18615	2				(717) 388-6700
162208	162220	875309	SAU GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	2				(717) 829-8188
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	1			332400	(717) 648-4821
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1				(717) 459-2414
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	1			25510	(717) 874-0850

PAGE BREAK TOTAL ACCOUNTS

16

TOTAL QUANTITY

29

TEMPLATE TOTAL ACCOUNTS

16

TOTAL QUANTITY

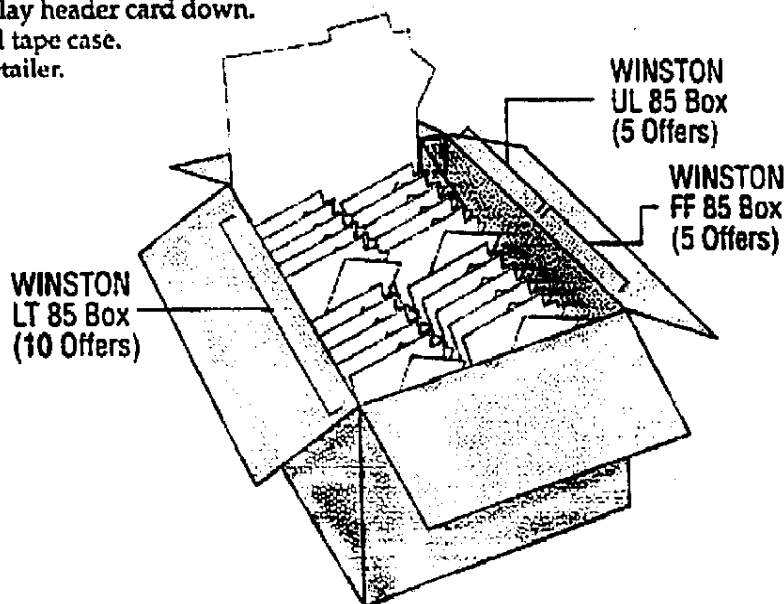
29

WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTION
3RD QTR.'98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)
STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

 MSA Promotion Reporting Description: WIN JUL \$1 / 2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51845 9448

 4
5/11/98

\$1.00 off with 2-pack purchase.

Lose the additives.
Save a
buck
when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

